

WELDTEX

(STRIATED PLYWOOD)

*for Walls which
Grow Old Gracefully*

Created by
DONALD DESKEY
INDUSTRIAL DESIGNER

*Manufactured and Distributed
by*
**UNITED STATES PLYWOOD
CORPORATION**

New York

N. Y.

WELDTEx

U . S. PAT. NO. 2286068

TRADEMARK REGISTERED

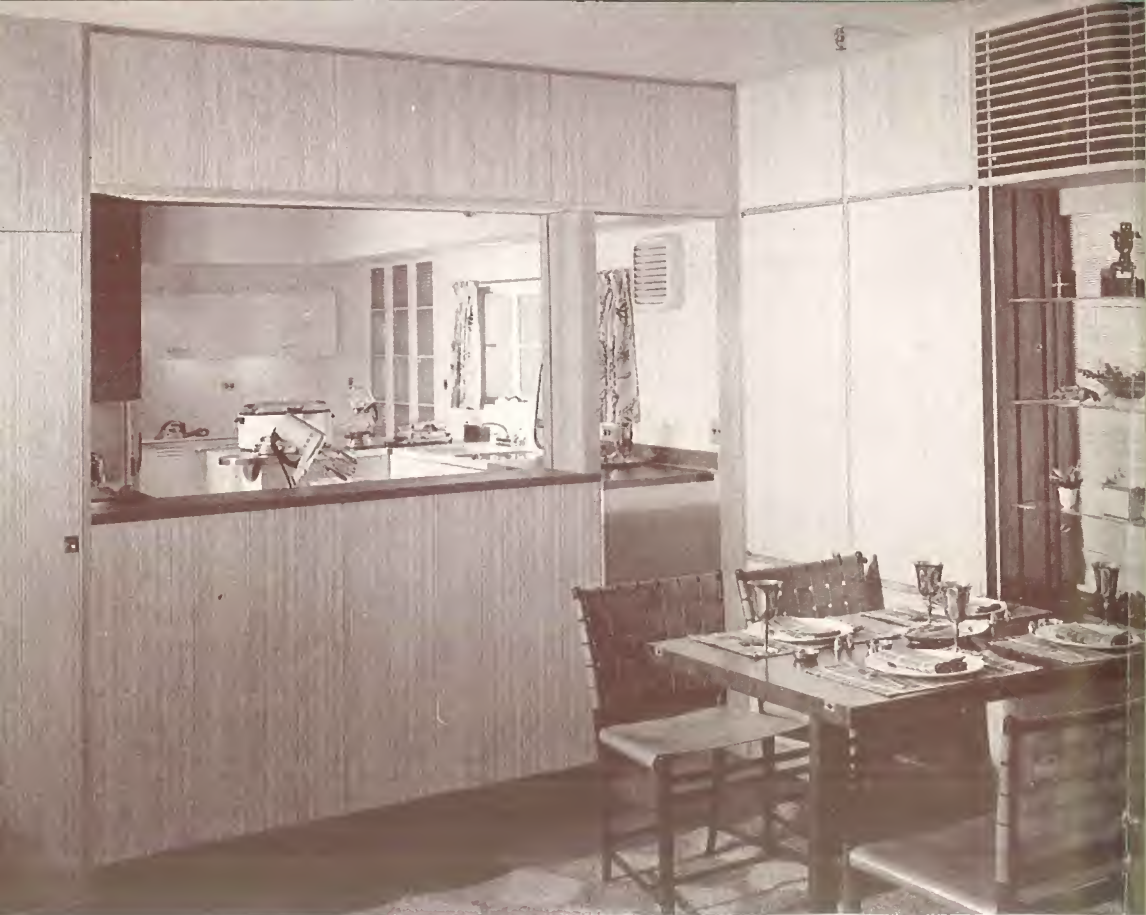
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WELDTEX represents a new and unique textural finish on wood. To the native beauty of wood, it adds the charm of sculptural low relief, giving a depth of tone to wall treatments otherwise unobtainable.

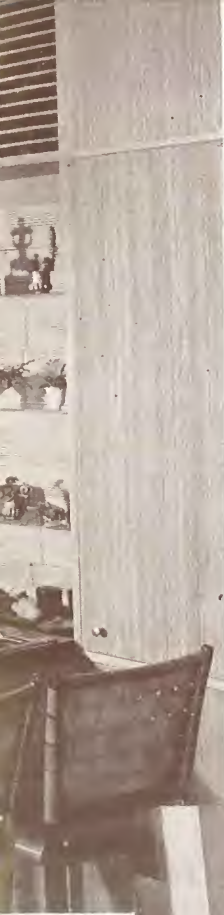
Wood has been in general use for so many centuries that the development of an entirely new treatment would seem impossible. Yet, Donald Deskey, noted industrial designer, has accomplished just that in this striated soft wood.

The random vertical lines present an unusual and delightful texture, which permits of an endless variety of finishes. The material itself is economical both in net cost and in the ease with which it can be installed. The striations, relieving the surface tension of the panel, tend to neutralize expansion and contraction across the face of the panel and eliminate grain raise, checking and the joint problem. Nails used in erection are lost in the cavity shadows, without necessitating counter-sinking or puttying.

WELDTEX is made in Weldwood Grade for Exterior use, and Regulation Grade for Interior use. Panels are 48" x 96" x 5/16" scant. Other thicknesses can be had on special order if quantities are involved.



Combination Room in the Collier's House is panelled with WELDTEx in natural finish. The light hue of the wood and its characteristic furrows reflect the utilitarian atmosphere of the room and lend height to the ceiling.



Collier's
HOUSE of IDEAS
at Rockefeller Home Center
Radio City, N. Y.

featured

WELDTEX
on the walls of
its charming combination room



Perched on a terrace of the International Building, a stone's throw from Fifth Avenue, the Collier's House of Ideas daily amazed hundreds of visitors with its practical demonstration of new contributions to satisfactory living.



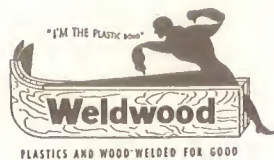
The "woody" feel of the great outdoors is conveyed to the interior of Donald Deskey's Sportshack by its soft-toned WELDTEX walls. Here is an apt demonstration of economy and utility coupled with that sense of luxury which only wood interiors can convey. The appearance of WELDTEX walls improves with age, mellowing slowly as time passes.

Deskey
SPORTSHACK

as shown at the
CONTEMPORARY AMERICAN ART EXHIBIT
(Metropolitan Museum of Art, New York)



The striking appearance of the Sportshack is due, in great part, to the genius of its designer but every architectural line is emphasized by the WELDTEx (waterproof grade) with which the exterior is faced. The darker tone used to finish the exterior is in pleasant contrast with the lighter hued interior.



WELDWOOD PLYWOOD

Manufactured by

**UNITED STATES PLYWOOD
CORPORATION
NEW YORK, N. Y.**

Branches in principal cities

Weldtex and other Weldwood Plywood products are sold by lumber dealers everywhere.